We make it EASY for you to go INTERNATIONAL!

SUSTA Generic promotions are open to small and medium-sized suppliers of food, beverages and other agricultural products. Participate in trade events at a low cost, and get the benefits of experienced assistance and turnkey packages designed to help you enter the global marketplace.



EVENT

LOCATION

DATES

-27

AFRICA

Morocco Outbound Trade Mission	
Agrifood Manufacturers & Producers Exp	0
South Africa Outbound Trade Mission	
HACE	

Morocco	June
Johannesburg & Guateng, South Africa	July 24-26
Johannesburg, Durban, & Cape Town, South Africa	July 27-30
Cairo, Egypt	October 24

ASIA

	China Outbound Trade Mission	Shanghai & Guangzhou, China	April 19-23
	FOODEX	Tokyo, Japan	March 2-5
	Aahar	New Delhi, India	March 10-14
-	All China Leather Exhibition	Shanghai, China	March 26-28
-	Wine and Gourmet Japan	Tokyo, Japan	April 7-9
	Food and Hotel Asia	Singapore	April 20-23
	ThaiFex	Bangkok, Thailand	May 12-16
	Seoul Food and Hotel	Seoul, South Korea	May 12-15
	SIAL China	Shanghai, China	May 19-21
	Food Taipei	Taipei, Taiwan	June 23-26
	Thailand Outbound Trade Mission	Bangkok, Thailand	July 12-16
	China Outbound Trade Mission	Chengdu & Beijing, China	September
	India Outbound Trade Mission	India	September
	Vietnam Outbound Trade Mission	Hanoi & Ho Chi Minh City, Vietnam	September
	Busan International Seafood & Fisheries Expo	Busan, South Korea	November
	Food & Hotel China	Shanghai, China	November
	Japan Food Service Seminars	Tokyo, Japan	November
	World Food Kazakhstan	Almaty, Kazakhstan	November 2-5
	IFE India	New Delhi, India	December

CENTRAL AMERICA

Panama Outbound Trade Mission

Panama

August

Trade Shows

Exhibit in a SUSTA pavilion or booth at a major international trade show for as little as 15 percent of the original booth cost. Our trade show packages offer furnished booth space and signage, and can include additional services such as interpreter assistance, shipping for samples, pre-arranged buyer meetings, market briefings and product assessments.

Inbound Trade Missions

Meet foreign buyers without leaving the United States during inbound trade missions. These events (formerly known as reverse trade missions), held at major trade shows or in cities throughout the southern region, provide opportunities for you to display products and meet with international buyers close to home.

Outbound Trade Missions

Travel overseas to meet buyers

European Horticulture Outbound Trade Mission ANFAS ANFAS Antalya, Turkey February 10-1 Virtual Wine Tasting United Kingdom March Lisbon, Portugal & Barcelona, Spain March 17-26 Alimentaria Le Show Moscow Moscow, Russia March 22-26 GastroNord Stockholm, Sweden Lordon International Wine and Spirits Fair Germany In-Store Promotion Sweden Specialty Produce In-Store Promotion World Food Moscow Moscow, Russia September 23 Netherlands In-Store Promotion Netherlands SilaL Paris MID DLE EAST Gulfood Dubai, United Arab Emirates March 27-28 March 27-29 March 12-29 March 27-29 March 27-20 March 27		EUROPE	
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	Gu	uadalajara, Mexico	March 2-4
	М	ontreal, Canada	April 21-23
Go South! Canada Outbound Trade Mission Canada May 12-14	nada Outbound Trade Mission Ca	anada	May 12-14

Melbourne, Australia

Fine Food Australia

and learn more about your export potential during an outbound trade mission. In addition to displaying products and meeting one-on-one with key contacts, you can become familiar with the market through retail and food service tours, product assessments and market reports.

In-Store Promotions

Contribute products for promotions in major supermarkets, department stores and other foreign retail outlets. Develop relationships with importers while gaining exposure among consumers in the market.

Chef Promotions

Influential chefs trained by
SUSTA demonstrate southern
U.S. ingredients and cuisine
during menu promotions. Send
product samples to gain exposure
to high-profile executive chefs,
restauranteurs and other key
contacts in the food service sector.



WWW.SUSTA.ORG/EVENTS

September 13-16

SOUTH AMERICA

3	Ecuador Aquaculture Outbound Trade Mission
	Barrels & Staves Promotion at SITEVI Mercosur
?	Argentina Horticulture Outbound Trade Mission
	Chile Outbound Trade Mission & In-Store Promotion
	Brazil Outbound Trade Mission

Peru and Ecuador Outbound Trade Mission

Lima, Peru & Quito, Ecuador Quito, Ecuador Mendoza, Argentina Argentina Santiago, Chile Brazil

March 15-19
April 11-16
May
June
July 2-8
July-August

UNITED STATES - INBOUND TRADE MISSIONS & SHOWS

	Sweden Inbound Trade Mission	SUSTA Region	January
	Germany Inbound Trade Mission	SUSTA Region	March
6	Central America Aquaculture Feed Inbound Trade Mission	Georgia & Alabama	March 1-5
×	Korea Seafood Inbound Trade Mission	Boston, MA & SUSTA Region	March 14-16
	Korea Inbound Trade Mission	Maryland & Georgia	March 22-27
	Memphis in May Inbound Trade Mission	Chicago, IL & SUSTA Region	May
	Go South! Canada Inbound Trade Mission	Texas	May 24-28
	Brazil Inbound Trade Mission	SUSTA Region	June
	Japan Inbound Trade Mission	Florida & Texas	June
	Middle East Inbound Trade Mission	Annapolis, MD; Washington, DC; Raleigh, NC & Austin, TX	June
	Netherlands Inbound Trade Mission	SUSTA Region	June
	New Zealand Inbound Trade Mission	New York, NY & SUSTA Region	June
	Caribbean/Central America Inbound Trade Mission	Miami, Florida	June 21-25
	New York Fancy Food Show	New York, NY	June 27-29
	Go South! Canada Inbound Trade Mission	Florida	July
	Go South! Canada Inbound Trade Mission	Tennessee	July
	Chile Inbound Trade Mission	Florida & Georgia	July 12-17
P	European Horticulture Inbound Trade Mission	Atlanta, GA; Nashville, TN & Orlando, FL	August
	Japan Wine Inbound Trade Mission	SUSTA Region	August 16-20
	Mexico Inbound Trade Mission	Atlanta, GA & Oklahoma City, OK	September
	Taiwan Inbound Trade Mission	Atlanta, GA & Louisville, KY	October
	South America Staves Inbound Trade Mission	Virginia	October-November

Market Access Program Branded

offers up to 50% reimbursement for international promotions, including advertising, printed sales materials, and travel to exhibit at international trade shows. Visit www.susta.org/2010branded.html to request more information about the program, and learn how your company can double its marketing budget!



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